

PARKING: CAN'T BE A TRANSPORTATION AFTERTHOUGHT

PARKING
WORKSHOP

PALAIS DES
CONGRÈS - MONTRÉAL

Venue Rooms 513 ABC
1001 Place Jean-Paul-Riopelle,
Montréal

Date November 27, 2018
9:00 AM to 5:45 PM

Description:

With the rapid advancements in parking technologies, we need to understand the diverse issues faced by local and regional agencies as well as the freight, pedestrian and cycling communities.

The workshop aims to identify and better understand the various parking stakeholders, the impacts on the economy, the safety consequences and the urgent need for integrating parking with the broader transportation community. This workshop will also examine technology strategies that can bring together key parking stakeholders and industry experts in order to assist local governments and private concerns as they move their parking initiatives forward.

9:00 am – 9:30 am

Registration and Networking *sponsored by gtechna*

gtechna

9:30 am - 9:40 am

Welcome

- Janneke van der Zee ITS Canada
- Éric Alan Caldwell, Councillor & member of the executive committee of Montréal, in charge of planning, transportation and the Office de consultation publique de Montréal

9:40 am – 12:15 pm

The Need for Parking Integration - Here and Now

Moderator: Richard B. Easley, E-Squared Engineering

This panel will identify and discuss the various perspectives of the diverse parking stakeholders that share and rely on our limited transportation infrastructure. It will include their impacts to the economy, safety implications, and the urgent need for integrating parking within the broader transportation community. The panel will provide a better understanding of the diverse issues faced by local and regional agencies as well as the freight, pedestrian and cycling communities. This session will also share how some regions develop strategies to address these complex challenges.

Speakers:

- Zvi Leve - Incubateur Civique, Maison de l'innovation sociale
- Nazzareno A. Capano - City of Toronto
- Hugues Bessette - City of Montreal
- Charles Auger - Stationnement Montreal
- Giovanni Guarino, Speedy Transport Group

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Coffee break from 11:00 to 11:15 am

12:15 pm – 1:15 pm

Lunch and Keynote Speaker *Sponsored by WSP*

Speech: Jocelyn Roireau, WSP



Keynote Address: Ibrahima Sow, Director Road Safety Program, Transport Canada

1:15 pm – 2:15 pm

Parking and Transportation Programs Today

Moderator: Michael De Santis, MI-8 Innovations

This panel will share parking technology lessons learned for those provinces/local governments currently deploying or planning to deploy parking strategies.

Speakers:

- Jean-François Tremblay - Jalon Montréal
- Hélène Mercier-Brûlotte - Car2Go
- Luc Couillard – City of Montréal

2:15 pm – 3:35 pm

How Do We Avoid A Future Crisis?

Moderator: Pascal Lamoureux, Electromega

Industry experts and ITS Canada membership will engage in a robust discussion of sharing ideas, knowledge and perspectives to assist regional governments move forward with their parking technology initiatives.

Speakers:

- Paul Hicks – Re: public Urbanism
- Nicolas Saunier - Polytechnique Montréal
- Eric Sasset – Electromega

3:35 pm – 3:45 pm

Health Break *sponsored by gtechna*

3:45 pm – 4:45 pm

Breakout Sessions

A facilitated session for workshop attendees to identify potential sustainable parking strategies and develop the beginning of a roadmap and logical process for incorporating parking in the broader “mobility” arena.

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4:45 pm – 5:00 pm

Closing remarks

- Richard B. Easley, E-Squared Engineering
- Michael De Santis, MI-8 Innovations

5:00 pm – 5:45 pm

Networking Reception sponsored by Electromega



MODERATOR/SPEAKER BIOGRAPHIES:

Éric Alan Caldwell:

Éric Alan Caldwell has been a city councillor for the Hochelaga district in the Mercier--Hochelaga-Maisonneuve borough since 2013. In 2017, he was appointed a member of the executive committee of Montréal, in charge of planning, transportation and the Office de consultation publique de Montréal. A committed citizen and proud resident of Mercier--Hochelaga-Maisonneuve, Mr. Caldwell distinguished himself during his first term by working on enhancing the importance of elementary schools in his neighborhood, improving cohabitation between residents and surrounding industries and achieving transparency in the borough's decisions. In recent years, Mr. Caldwell has namely been interested in issues concerning the redevelopment of Montréal's major urban sectors, the creation of socially mixed neighborhoods and the improvement of public transit and active transportation. A graduate of UQAM in economics and film scriptwriting, he chaired his borough's Urban Planning Advisory Committee and sat on the standing committee on economic and urban development and housing as well as on the standing committee on the Inspector General. As part of the Official Opposition, he was the spokesperson for urban planning issues.

Richard B. Easley:

Richard Easley is the President of E-Squared Consulting Corporation and for 19 years has led his ITS company's efforts on projects nationwide in the areas of Intermodal Freight, Transit, Traveler Information, Commercial Vehicle Operations, Electronic Payment Systems and Parking. Mr. Easley has served on various ITS related committees including serving as Chairman of the ITS America Intermodal Task Force, Chairman of the Institute of Transportation Engineers Goods Movement Council, Chairman of the several Transportation Research Board's Intermodal Freight Transport Committees, as well as President of ITS Maryland. Prior to Richard's work at E-Squared he worked for the Intelligent Transportation Society of America (ITS America) as an Interim Director and Senior Staff Engineer for several years. Mr. Easley has given technology presentations or workshops throughout the United States, in Asia and also in Europe. In addition to national and international ITS consulting research, Mr. Easley participates in public service work through his church in his local community and has led numerous international mission trips to help impoverished children in Central America, Haiti and West Africa.

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Zvi Leve:

Zvi Leve is a transportation modelling expert whose interests focus on the linkages between transportation, land use, and sustainable development. With an educational background in economics, statistics, operations research and urban planning and many years of international experience he brings an ideal blend of technical and creative skills to projects. His PhD research on “Using parking pricing policy as a travel demand management tool” highlighted the importance of price signals in system performance. When he is not spending his time evaluating the implications of large-scale infrastructure projects, he can be found promoting human-scaled cities and active transportation. He is active in numerous community groups dedicated to rethinking the role of transportation and the built environment in our lives.

Nazzareno A. Capano:

Naz Capano is the Manager of Operational Planning and Policy in Transportation Services with the City of Toronto. He has over 30 years of experience in areas focused on infrastructure asset management, the development of transportation policies and guidelines and environmental initiatives. Naz has guided a variety of strategic initiatives that include, the development of testing protocols for street sweepers, a pavement degradation fee policy, the development and implementation of a free-floating car-share policy and pilot, examination of tolling on the Gardiner Expressway and DVP as an alternative source of financing, and Toronto's Curbside Management Strategy, to name a few. Naz is a graduate from the University of Toronto with B.Sc. degree in Civil Engineering.

Hugues Bessette:

After receiving his college degree in architecture, Hugues Bessette wanted to marry up technics and aesthetics, and to refocus on engineering. In August 2002, he graduated with a degree in construction engineering from the École de technologie supérieure of the Université du Québec. Hugues was tasked to upgrade traffic signals in the City of Montreal over a two year period, which has led to a specialization in traffic engineering. Since 2008, Mr. Bessette works for the City of Montreal in the Operations Division of the Arterial Network, Traffic Management Department. In 2009, he was assigned to projects which implement the traffic light management center as well as intelligent transport systems (ITS) projects. Since 2018, M. Bessette is responsible for a team of multidisciplinary engineers focused on the deployment of ITS and the traffic signal and operation management center for urban mobility in Montreal. He is excited to implement the vision of management of urban mobility of Greater Montreal and the mobilization of various stakeholders.

Charles Auger:

Since taking on the role of General Manager of “Stationnement de Montréal” in 2010, Charles Auger has stood out for his leadership by implementing emerging technologies and by optimizing financial performance. During the past five (5) years, financial contributions to the City of Montreal have increased by 33% over the previous period. In 2012, he oversaw the launch of the “P\$ Mobile Service” app, through which 60% of Montréal's public parking revenue are now collected and has greatly improved the client experience, boasting a satisfaction rate of 88%. Throughout his career, Mr. Auger has helmed several manufacturing businesses, including factories for Quebecor and Cascades. He is recognized for carrying out various successful financial and organizational recoveries. As General Manager of the Quebec subsidiary of Iron Mountain from 1999 to 2009, he received the prestigious Chairman Award for “Outstanding Financial Achievement”.

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He completed his studies in management at the Sherbrooke University in 1983 and was granted the honorary title of Fellow (FCMA) in 2007. He has worked to promote the “Ordre des comptables en management accrédités du Québec (CMA)” and chaired its Board of Directors from 2011 to 2012.

Giovanni Guarino:

Giovanni has been working in the transport industry for 10 years. He started with UPS where he spent 4 years in customer service and from there Giovanni opened the transportation recruiting division at Drake International. He came in to the LTL (less than truckload shipping) industry working for National Fast Freight and now Speedy Transport where he currently manages the QC sales.

Ibrahima Sow:

Mr. Sow began his career at TC in 2005 with Marine Security Directorate, where he contributed to the development of the Inspection & Enforcement (I&E) Manual. As Chief Marine Security Operations for Coordination, Education & training and Strategic Operational Planning, he also worked on the development of Marine Security Training leading amongst other, the I&E Working Group to design and develop the Inspection & Enforcement and the Marine Facility Security Assessment Courses. Mr. Sow later joined the Emergency Preparedness Directorate, where he occupied the position of Manager Emergency Preparedness responsible for Training, Awareness, Exercises and Lessons Learned. As part of his duties, Mr. Sow led the successful coordination of Operation Syrian Refugees on behalf of the department as well as the whole-of-government major earthquake exercise, Pacific Quake 2016. Mr. Sow holds both a bachelor's degree and master's degree in Mechanical Engineering with a specialization in Non-Destructive testing of Composite and Viscoelastic Materials. Mr. Sow is currently the Director Road Safety Programs, accountable for the development and implementation of the federal legislative and policy framework governing motor vehicle safety in Canada. In particular, his work involves the development of non-regulatory tools to address the safe testing and deployment of connected and automated vehicles in Canada (testing and deployment guidelines, MOUs, Safety Assessment, Ethical and Legal challenges amongst other); coordinating federal input to Canada's national Road Safety Strategy 2025 to address Distracted Driving, Impaired Driving (Alcohol and Drugs) as well as Vulnerable Road Users; identifying emerging trends in vehicle safety and working horizontally in consultation with other directorate branches, provincial-territorial jurisdictions and other stakeholders in the development of coordinated approaches to address national vehicle safety issues; directing the investigation of fatal collisions across Canada and studies examining national collision data; recommending and developing countermeasures to address emerging vehicle safety issues; overall Stakeholder engagement for Motor Vehicle Safety

Michael De Santis:

Graduate of the École Polytechnique de Montréal with a degree in Civil Engineering, Michael De Santis has over 25 years of experience in transportation engineering and Intelligent Transportation Systems (ITS) in the field of traffic management, public transit and commercial vehicle operations. His skills include planning, defining and deploying technology solutions. As one of the co-founders of Innovation MI-8, he is dedicated in developing and implementing innovative, integrated and sustainable mobility solutions for the smart cities of tomorrow. Michael is past CEO and Chair of the Intelligent Transportation Society of Canada. In addition, he is a member of the Quebec Transportation Association ITS Experts Group and the Institute of Transportation Engineers.

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Jean-François Tremblay:

With an extensive background in the automotive sector and smart mobility, Jean-François Tremblay has been actively involved in the industry since 2001. He is currently President and CEO of JalonMTL, the Intelligent transportation institute, a new player in the smart mobility landscape geared to accelerating technological and service innovation through experimentation in a real urban context. Prior to taking leadership of JalonMTL, Jean-François led EY's Global Center for Automotive and Transportation, an initiative dedicated to the transformation of the automotive industry towards business models addressing broader mobility and transportation needs. In this role, he assisted companies, cities and governments around the world in identifying current and prospective opportunities triggered by the introduction of vehicle connectivity.

Hélène Mercier-Brûlotte:

Hélène Mercier Brûlotte is the Montreal General Manager for car2go, the world's largest and fastest growing free-floating carshare service with over 80,000 Montreal members and over 3 million members worldwide. In her role as General Manager, Hélène leads efforts to further integrate car2go into the mobility fabric of Montreal and to increase awareness about the benefits of carsharing. Hélène has an extensive background in marketing and business strategies. She most recently spent over seven years in technology working in various roles in payment innovation at Desjardins, the leading cooperative financial group in Canada. She is passionate about improving the quality of life in her native Montreal and believes collaboration towards improved mobility is key.

Pascal Lamoureux:

Pascal Lamoureux has worked for the past 23 years at Electromega Ltd., an industry leader. Having covered all the different aspects of the company since its inception, he was appointed president in 2010. Pascal has an excellent expertise and understanding of integrated solutions under traffic, parking and ITS applications and he wants to share this experience with the ITS community through ITS Canada. Pascal, who is bilingual, combines notoriety and an important network of business relationships with industry suppliers, public and private clients. Pascal is actively involved in ITS. He is also a member of the AQTR ITS committee and an active member of AQTR, ITE and IMSA. Pascal regularly participates in various industry technical meetings and trade shows. Pascal graduated from École Polytechnique de Montréal in 1994 with a Bachelor's in Engineering with a specialization in transportation, planning and road infrastructure. Subsequently, he improved his knowledge at HEC covering aspects of finance, marketing and business management. Pascal is a member of the OIQ since 1994. Pascal has a passion for ITS and systems integration. His experience and involvement will undoubtedly provide long-term added value for ITS Canada. Pascal hopes to contribute to the influence of the association through his presence on the Board of Directors.

Paul Hicks:

Paul is a Principal at Re: public Urbanism and an urban planner and project manager with over 15 years of professional experience having worked with all levels of government, and private sector clients across Canada, on a diverse range of projects including development approvals, municipal planning services, urban design, public consultation, and strategic planning. He has developed municipal plans, zoning by-laws, and community improvement plans, undertaken all manner of development approvals, and has provided expert testimony on land

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use planning. He has specific experience in coordinating and incorporating planning approvals within multi-jurisdictional approvals processes, having worked on environmental assessments, mine remediation, and waste disposal site approvals. Paul strives to ensure that clients have practical, solution-orientated tools to enable them to succeed and takes an integrated approach to planning. He believes in the community planning process to facilitate and develop local solutions, and values the inclusive engagement of communities, residents, Indigenous Peoples, and stakeholders.

Nicolas Saunier:

Nicolas Saunier has an engineering degree and a Doctorate (Ph.D.) in computer science from Telecom ParisTech (2005). He worked for four years at the French institute of science and technology for transport (IFSTTAR) for his doctorate, then for four years as postdoctoral fellow and research associate at the Department of Civil Engineering of the University of British Columbia (UBC) with Prof. Tarek Sayed. He has spent a four-month sabbatical in 2015 in the Road and Transport Department of Lund University. He has been hired in 2009 at the Civil, Geological and Mining Engineering Department of Polytechnique Montréal and is currently a full professor in Transportation Engineering. His interests include intelligent transportation, road safety, and data science for transportation. His research has been funded by public and private sources, prominently the Natural Sciences and Engineering Research Council of Canada (NSERC), Transport Québec (MTMDET), the Québec for Research on Nature and Technology (FRQNT), the City of Montréal and WSP Canada. He is a member of the Institute for Data Valorization (IVADO) and of the Interuniversity Research Centre on Enterprise Networks, Logistics and Transportation (CIRRELT) of which he co-heads the ITS lab. He is also a member of Prof. Catherine Morency's research Chair on the evaluation and implementation of sustainability in transportation (MOBILITÉ Chair) and of two Transportation Research Board (TRB) committees: Committee on Safety Data, Analysis, and Evaluation (ANB20) and Pedestrian Committee (ANF10).

Eric Sasset:

Eric Sasset, has been in the parking industry for more than 25 years, a sector that he has a great passion for. When it comes to automation as well as on street/off street cutting-edge technologies, Eric brings sharp expertise. He has brought to life several major parking automation projects in Canada. As Senior Account Manager Business Development Parking and Smart Cities for Electromega, he oversees the business development aspect of smart parking solutions.